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FENNELL'S III

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Volume 1

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No. 1

Orchid Seed

We Grow Our Own — Every Packet Sold by us is grown and packed under our personal supervision.

We are the FIRST company to make a business of growing and selling Orchid Seed to the industry.

We are the only suppliers of orchid seed who grow all the seed they sell. We never Buy seed for resale as we have found that freshness is an extremely important matter in orchid seed viability. Every parent plant used is carefully selected, recorded and individually numbered so that we may repeat the most successful crosses in the fu-

We sell seed in advance because we believe in seed freshness. We have kept Cattleya and Phalaenopsis seed in good condition for years in a refrigerated dessicator but we have also had other lots of the same genera but of different crosses go bad within a short time.

Therefore we prefer to sell our seed before the pod ripens and to send it to you as soon as it has been tested for viability.

Another reason we do not buy seed is that we know that we cannot expect small growers, from whom we might buy, to use the highest type parents always. These are frequently forced to cross one good parent with a poor or mediocre one because another good parent is not available. Our large collection of fine varieties allows us to use only the best type parents at all times.

Stud Plants. We are very particular in our selection of plants for stud purposes. Our collection contains outstandingly fine plants of the following species and varieties:

Cattleya Dowiana aurea, C. Labiata, C. Labiata alba, C. Bowringiana var Purple Princess, C. Percivalliana grandiflora, C. Aurantiaca, C. trianae alba, C. trianae var. Mary Fennell, C. trianae var Naranja, C. trianae var Jungle Queen, C. trianae var Illustris, C. trianae var. Christmas Cheer, C. Schroderae, C. Schroderae alba, V. Speciosissma, C. Skinneri, C. Skinneri alba, C. Mossiae, Mossiae Wagneri, C. Mossiae var Viscount Kitchener, C. Mossiae Reineckiana, C. Gigas Sanderiana, C. Gigas F. M. Beyrodt, C. Mendelii, C. Superba, Laelia purpurata, L. purpurata alba, L. anceps Sanderiana, L. anceps alba, L. Boothiana, L. Crispa, L. rubescens alba, Phalaenopsis Schilleriana, P. Rimestadtiana, Vanda teres, V. Caerulea, V. tricolor var Patersonii, V. Parishii, V. Lamellata, V. Kimballiana, Renanthera Coccinea, R. Imschootiana, Dendrobium, Fimbriatum oculatum, D. Nobile, D. Aggregatum, D. Moschatum, D. Pierardii, D.



TWO VARIETIES OF BLC DOROTHY FENNELL

These flowers were fully eight inches wide with lips three inches wide. The one on the left had dark lavender sepals and petals and a dark vivid lip with large golden markings while the one on the right had white sepals and petals and a brilliant gold and rose lip.

THE PRESENT OWNERS OF THE FENNELL ORCHID COMPANY

Second and third generation of family now interested in business.

Our company is now owned and operated by the second and third generations of the family that founded it. Thomas A. Fennell, Sr. (eldest son of L. A. Fennell, founder of the company), his wife Dorothy B., and their two sons Thomas A. Jr., and Dudley B. now own the company.

At present Dorothy and Tom, Jr., devote all of their time to the business while Tom, Sr. spends his vacations with us as he is employed spends his vacations with us as he is employed at his profession of tropical agricultural development in Puerto Rico. Dudley is a student at Cranbrook School, Bloomfield Hills, Michigan and also works with us only on vacations. (Tom, Jr., is still a student, on leave this year, and expects to return to Harvard next fall, where he is a Botany major in his third year.)

Tom, Sr., and Dorothy have been growing orchids on a sizeable scale but as a paying hob-

by, for the past 18 years, first here in Florida while Tom was in charge of the U. S. Plant Introduction Garden at Coconut Grove, then at Beltsville, Maryland where he was Chief of Operations of the Agricultural Research Center and then in Haiti where he was Agricultural Adviser to the Haitian Government and President General Manager of the Haitian-American Agricultural Development Company

Agricultural Development Company.

In 1944 they bought the assets of the Fennell Orchid Company from the other heirs of the founder and moved their collection from Haiti to Florida where it was combined with the organical collection of the company. iginal collection of the company.

So there they are-or rather here we are serve you—a family steeped in orchid tradition with a fine collection and what we believe to be the best spot in the U. S. A. in which to grow our types of intermediate and warm house

Superbum, D. Phalaenopsis, Bletia patula, B. patula alba, and over 1000 hybrids in and between the various species and genera above.

We will only mention a few of the outstanding plants of these hybrids

BLC Dorothy Fennell (at least 50 very fine varieties ranging from white to deep purple, all large, well shaped and with wonderful texture), L. C. Aphrodite alba (10 very fine varieties), C. Portia Purple Prince (and 12 or 15 other fine dark varieties), C. Persissima, C. Leda, C. Leda alba, C. Monarch, C. Enid, C. Enid St. Albans variety, C. General Jacques, B. L. Helen, BLC The Baroness, C. Admiration, C. Belgica, C. Champlain, C. Champion, C. Dupreana, C. Fabia, C. Fabianid, C. Fanfaron, C. Fred Sander var Glorious, C. Furnes, C. Garry, C. General Pulteney, C. Hardyana, C. Maggie Rahpael, C. Marstonii, C. Mignard, C. Rajah, C. Tityus, C. Trianon, BC Princess Patricia, BLC Farrere, C. Bembridge alba, C. Bryan alba, C. Dame Blanche, C. Judah alba, C. Lady Alexander alba, C. Lamartine, C. Merope alba, C. Odalisque, C. President Wilson alba, C. Princess Royal alba, BC Le Poilu alba, LC Britannia alba, BLC Calife, BLC Costes, BLC. Alfred Mol-BLC Dorothy Fennell (at least 50 very fine

let var Vivid LC Altesse, L.C. Actinea, LC Arras, LC Bachaga, LC Barres, LC Britannia, LC Claude Monet, LC Cyrano, LC Damae, LC Gaillard, LC Isle de France, LC Isabel Sander Rubra, LC James Rabe, LC Jocelyn, LC Marie Louise, L. C. Marinid, LC Mermoz, LC Poussin, Dendrobium Mousmee, D. Bali, D. Hawaii Nui, D. Pauline, D. Gatton Monarch, D. Merlin, Renanthanda Sanderi, Phalaenopsis Confirmation, P. Katherine Seigwart, P. Apparition, P. Avalanche, P. Elizabethae, P. Psyche, P. Venustis, P. Adonis, P. Grand Conde, P. Jardin des Plantes, P. Marmoset, P. Reve Rose, P. Rothomogo, Vanda Miss Joachim, V. Rose Marie, V. Flammerole, V. Azur, V. Rothschildiana, V. Saphir and numerous others.

No cross is ever made by us unless we think it will produce good plants for our use. We never make a cross just to sell seed and we always plant some of the seed of each pod collected. We try to grow at least 100 plants of each lot for our own use and to see the range of variation within the lot.

FENNELL'S ORCHID NEWS

Published by

FENNELL ORCHID CO.

Homestead, Florida

Orchid Growing Hints

Light: — Are you careful to see that you give your cattleyas plenty of light? They need it, you know, and lack of light, more than almost anything else is responsible for small, thin-textured blooms, "blind" (non-flowering) growths, weak, spindly, twisted growths, etc. If your plants are a pretty, dark green color you can be sure that more light will pay off in increased blooms. Water: - Watch that hose; More novice growers kill plants by over-watering than by all other means combined. Learn to differentiate between watering, spraying and damping down. Watering (when each plant is thoroughly wet) should be practiced only once every one to two weeks in the winter, while the plants are at rest and only every two or three days during the hottest part of the summer. Even then you must be particularly careful that the drainage keeps operating as a stoppage in the drainage will immediately result in dead roots and the eventual death of the plant.

Spray gingerly — if you see any new growths turn black or if the sheaths on new growths turn black discontinue and dry out

your plants.

Damping down: — (Wetting the paths and benches but not the plants to create humidity.) can be practiced every day summer and winter except when you want

to dry out your plants.

Spraying: — (Quick, fine spray wetting only the tops and not penetrating the osmunda) can be practiced two or three times daily in very dry hot weather and daily on bright days during the winter. The practice can be very beneficial but if overdone it can ruin all your plants.

Remember that in the wild cattleyas are never found growing in deep shade and never under conditions of poor drainage. The preferred conditions are those under which there is a pronounced dry season, coinciding with the rest period of that species, and not more than half shade. Many cattleyas, particularly C. gigas, C. trianae, C. Lueddemannia, C. Mossiae and C. Schroderae, are usually found growing in exposed positions where they often have full tropical sunlight for a good part of the day.

Potting: — Watch to see that you get each plant firmly into position but do not force the osmunda into the pot so tightly that the roots are mashed in the process. Osmunda is sometimes forced in so tightly that the roots have no chance of penetrating it. The osmunda lasts longer that way but the plant grows less and after all, are we interested in conserving osmunda or in growing orchids?

Be sure that you have good drainage! We believe that the cup test is a good one to follow when beginning. After the plant is potted pour a teacupful of water into the pot—if the water immediately runs thru the drainage is satisfactory, if it just drips thru or doesn't get thru at all the plant should be repotted immediately.



L. A. Fennell among his orchids.

Photo taken about 1937.

L. A. Fennell and the Fennell Orchid Company

Lee A. Fennell, (hereafter referred to as Dad) founder of the Fennell Orchid Company and father and grandfather of the present owners was born in Cynthiana, Kentucky in 1870. About 1890 while on a trip to Mexico City he became interested in orchids and by 1900 he was devoting his whole time to their cultivation. He operated his greenhouses in Cynthiana until 1918 when he moved them to Lexington, Kentucky.

After 2 disastrous freeze-outs which cut his collection to only a few hundred of the best plants, Dad moved to Florida during the summer of 1923.

In the period prior to 1916 he imported large quantities of plants which had been collected in Central America, Columbia, Venezuela and Brazil, including principally Cattleyas, Labiata, trianae and Mossiae.

In 1914 he grew his first seedlings, LC Aphrodite alba and C. Guatemalenisis.

Prior to about 1927 the business was conducted as "L. A. Fennell, Orchids" but in 1927 the name was changed to the Fennell Orchid Co., a name to which we have adhered since.

During the late 1920's and the early 30's Dad imported several collections of fine hybrid plants from Europe and from these a number of excellent hybrid seedlings were obtained—particularly BLC Dorothy Fennell

Throughout his entire life Dad showed

a great love for orchids — he lived orchids and had a sort of contempt for other flowers. To him orchids were a consuming passion — he would occasionally sell a plant but only to someone he liked and who he thought would give it good care.

Dad was an orchid enthusiast and lover who made his living with his hobby. As a result the business was never big but the collection contained some extremely fine plants and Dad was known and liked by hundreds of orchid lovers. He had a great store of knowledge and understanding of plants and he was always ready to help anyone he liked with any problems concerning their plants. However, if you should fail to show what he thought was the proper amount of respect and appreciation for a flower he thought good he was liable to dismiss you with a polite but short sentence or two.

The Orchid Jungle which he selected for his collection is, we believe, the best natural spot for orchid culture in the United States. It is full of native epiphytic orchids and numerous imported plants which he and we have put on the trees. Of course the seedlings and the commercial collection are grown in pots on benches in our specially constructed lath and glass houses.

constructed lath and glass houses.

In 1923, when Dad moved to Florida, there was not a single commercial collection of orchids in the state. We believe that he deserves the title of Father of the Orchid Industry in Florida.

Feeding: — The rise of the hydroponic method of orchid culture has brought attention to the value of feeding orchids. It is, of course, silly to believe that an orchid can exist without food. The idea that it is an "air-plant" and exists on water and air alone is completely erroneous. However the fact remains that an orchid requires remarkably little food — therefore feeding

must be practiced with great care or overstimulation and the collapse of the plants may result. Use a good formula, feed carefully and not too often.

Gravel culture: — Orchids can be grown and grown well under the hydroponics or gravel culture method but if you will talk

(Continued on Page 4)

Fennell's Orchid Seed Price List

Orchid Seed List No. 4

13. L. C. G. S. Ball 46311xC.
Guatemalensis \$7.50

L. C. G. S. Ball 46311 beautiful orange L.C. with 6 to 8 flowers in a cluster. Spring blooming. Flowers $3\frac{1}{2}$ to 4 inches in diameter. C. Guatemalensis is strong growing cluster flowered cattleya with orange flowers 12 to 15 to a cluster, each cluster to 3" in diameter. This cross should make a beautiful bright cluster with flowers in shades of orange.

- 16. C. trianae 46213xC. trianae 46220\$7.50

 No. 46213 has light, nearly white sepals and petals and a bright rose and gold lip, a very beautiful trianae. No. 46220 is very dark and beautifully shaped—one of our very best dark trianaes. Both flower regularly in December with us. This seed should give a full range of trianae color except pure white while the flowers should all have excellent shapes.
- 18. BLC Dorothy Fennell 46217xC. trianae 46220\$12.50

A very beautiful medium lavender colored Dorothy Fennell with flowers of great substance and heavy ruffling on the petals crossed with a fine dark trianae. Should produce excellent dark flowers mostly in winter. We liked this so well we have two pods of it.

19. BLC Dorothy Fennell 46239xC. trianae 46240\$12.50

Another fine cross of these two excellent parents. Dorothy Fennell 46239 is large, well held and medium lavender, lip dark with brilliant yellow eyes while trianae 46240 is very dark, round and well held.

20. BLC Dorothy Fennell 46217xC. trianae 46237\$12.50

A cross between two beautifully shaped parents both of which have medium lavender sepals and petals and brilliant gold and crimson lips. Should be excellent—both parents choicest types.

An unproven white trianae crossed with the golden yellow hybrid between aurantiaca and glauca which has great substance. These may be yellow, pink or pink suffused with yellow. Flowers will probably be small but will have heavy texture.

26. C. trianae 45180xC. General Jacques 45178\$12.50

A very choice medium lavender trianae with heavily ruffled petals and a brilliant gold and crimson lip crossed on the General Jacques. Should be a choice commercial.

27. C. trianae 45108xBCL Dorothy Fennell 45167\$12.50

A choice medium lavender trianae crossed with an excellent Dorothy Fennell with light, well held sepals and petals and a large fine lip. Shapes and substance of both parents excellent, colors light to medium.

- 35. Dendrobium fimbriatum oculatum....\$7.50

 A brilliant orange dendrobium flowers about 1½" in diameter on long drooping sprays, lip prominently marked with two dark brown eyes. Spring blooming
- 36. C. aurantiaca 4585xC guatemalensis \$10.00 This should increase the orange glow in the guatemalensis. Should produce a large cluster of small cattleyas, 10 to 15 flowers to the cluster with the color lavender and orange. Easily grown, late winter bloomer.

- 41. L. C. Monarch 46605xC. Bowringiana Purple Princess.

 LC Monarch 46605 is very large, 9" blooms, strong growing, and very floriferous. Color dark purple-lavender, with large, deep purple lip. C. Bowringiana Purple Princess. Plants large, 2 to 2½ feet tall, 20 to 25 flowers per cluster—each flower 3" in diameter. Should make an excellent and very productive commercial......\$12.50
- 42. C. Portia Purple Prince x L.C.

 Monarch 46605

 The Portia is a seedling of the Bowringiana above and inherits it's excellent dark, bright color and strength of growth. Flowers 4 to 4½ inches wide, deep purple in clusters of 4 to 10. The LC Monarch is as described

- 45. C. Bowringiana Purple Princess x BLC Dorothy Fennell 46374\$15.00 One of our finest, darkest and most brilliant Dorothy Fennells is here used on our fine Bowringiana. It's a toss up whether this or number 44 will make the best commercial.

All seed carefully prepared in generous sized packets and kept under refrigeration until sent to you. All seed is fresh and all has been checked microscopically for the presence of embryos.

We suggest that you make your selections from the preceding list enclosing 75% of the value with your order. We will send the seed as soon as ready, billing you for the balance due us.

SUGGESTIONS WANTED

We Are Trying to Render You a Service. Tell Us What You Want.

Our seed business is based on the assumption that you in the orchid industry want to buy seed of really good parentage. We can, with your support, give you practically anything you want. As the cost will be spread over a number of packets of seed, we can afford to buy, at high prices, the very best varieties of fine hybrids for stud purposes — plants that we as individuals could not afford to purchase just to produce seed for a few flasks of seedlings. You, on the other hand, are able in this way to get seed from very fine parentage at a small fraction of the cost of owning the plants.

In order to serve you better we have imported, during the past year, over 100 advanced hybrids and the fine selections of species of Cattleyas, Brasso cattleyas, Laelio cattleyas, Brasso laelio cattleyas, Dendrobiums, Phalaenopsis, and Vandas.

We are trying to give you the service we think you need but we will be able to do a better job of it if you will give us the benebit of your views on the subject.

FENORCO ORCHID SPRAY

containing D.D.T.

Hundreds of satisfied users. Safest scalecide known. A necessity for the modern orchidist.

Pints	3.00
Quarts	5.00
Gallons	15.00

Shipped express collect anywhere in continental United States—No overseas shipments on less than 10 gallons.

A trial will convince you.

Cash with your order, please.

Orchid Growing Hints

(Continued from Page 2)

with several of the most enthusiastic growers using this method you will notice that there are a remarkably large percentage of statements like this in the discussion— "These plants aren't doing so well because they came loose in the gravel, the gravel was piled too high on these and they lost some of their growths, we had a disease in these which was spread thruout the bed by the solution, etc." I believe that good orchids can be grown cheaply by hydroponics but only by experts and even then it is doubtful if the results obtained are worth the trouble.

Probably the best results we have seen were obtained with osmunda plus moderate

Insects: - A good orchid grower must learn to recognize the most common insects that attack or are likely to attack his plants. They are: - Scale, small oyster-like animals that can move during their young stages, they usually are found on the rhizomes and lower parts of the bulbs under the sheaths but are sometimes found all over the plant. They are very dangerous and have ruined whole collections. No sizeable collection that I have known was ever completely free or scale until the advent of D.D.T. Now by the use of "FEN-ORCO ORCHID SPRAY containing D. D. T." there is no reason why scale should bother you at all. Thrip another very destructive insect, is easily and completely controlled by "FENORCO ORCHID SPRAY." They are minute, free moving insects about the size of a small gnat which attack the new growths of Cattleyas, cypripediums and Miltonias particularly. Sowbugs which are universally found in greenhouses are destructive to the roots of most orchids. Again D.D.T. does the job. Cockroaches one of the worst of the chewing insect pests of orchids. Eats roots, new growths and flowers. At one time before the discovery of D.D.T. we had thousands of cockroaches at the ORCHID JUNGLE that lived on orchid flowers alone. Our losses were enormous from this source. Now with the regular use of "FENORCO ORCHID SPRAY containing D.D.T." all cockroach injury has disappeared. Slugs or shell-less snails do great damage to orchid flowers, roots and new growths. Not killed by D.D.T. Try some of the commercial Slug baits and hand picking at night. Red Spider a small, almost invisible mite that make a small web generally on the under side of the leaves particularly of seedlings, Miltonias and Cypripediums. D.D.T. does not control—use sulphur dust or Rotenone spray. Dendrobium Beetle a small hard black beetle that inhabits the roots and bulbs of dendrobiums, cattleyas, etc. Feeds on the roots, new growths and flowers—destructive and hard to control before D.D.T. Now easily eliminated from your collection with "FENORCO ORCHID SPRAY containing D.D.T."

IN OTHER WORDS, EXCEPT FOR SLUGS and RED SPIDER, YOU CAN FORGET INSECT WORRIES IF YOU WILL SPRAY MONTHLY WITH "FENORCO ORCHID SPRAY containing D.D.T." A fair trial will convince you.











No. 1 Cattleya trianae var. Illustris. One of our very best dark trianaes. Plant strong and floriferous. Blooms at Christmas.

No. 2. Left Cattleya trianae var Jungle Queen and right C. trianae var Mary Fennell.

Jungle Queen has light sepals and petals and dark lip.

Mary Fennell is our finest trianae. Color deep, glowing lavender, petal tips touched with purple. Plant strong and floriferous. Blooms late De cember and early January.

No. 3. Cattleya trianae var Naranja.

The seed parent of BLC Dorothy Fennell. Lip extraordinarily wide, texture heavy, plant a giant. Christmas bloomer.

No. 4. Left Cattleya Admiration and right C. Fred Sander. var Glorious.

Fine shape and texture, winter blooming, color dark lavender with deep purple lips with brilliant gold reticulations.

No. 5. Left upper Laelia anceps Sanderiana, left lower. C. trianae var Lady Fair and right C. trianae Christmas Cheer.

.Community Pots and Seedlings

For our customers who find pleasure in growing their own orchid plants from seedlings we offer some new crosses and a few old favorites in community pots. The community pots come in $2\frac{1}{2}$ " and 3" size, containing 25 to 45 strong healthy plants (the 3" size contains approximately 50% more plants than the 2½" size). The good qualities of each parent used in making these crosses were carefully considered before the cross was made to insure the best of color, form, texture, and general excellence in the progeny.

No. 211 C Clotilde x Lc. Sam Houston—two fine dark parents should bloom over a long season and make a good commercial. In 21/2" size only\$25.00

C. Nutley Alba x C. Priscilla Alba-No. 213 another fine cross with white sepals and petals, purple and gold lip, late winter and spring blooming.

21/2" size \$30.00

3" size \$40.00

No. 146-Blc Dryades x Bc Hartland-winter

(Lc Pamela x C. Gatton Ruby) x Bc Hartland. Both of these parents are No. 145 Hartland. Both of these parents are extraordinarily fine with large, dark, well formed flowers of heavy texture. Winter flowering. Bc Hartland is one of the best brassos we have seen. 2½" size \$30.00 3" size 40.00

(Lc Martinetti x C. Hardyana var. Collossus) x Lc. Page Platt. This cross should produce huge yellow No. 140 blooms with dark lips, both parents extra fine. 2½" size \$30.00 3" size 45.00

C. Gloriette x Lc St. Gothard—should produce large deep purple flowers, both parents, fine, large, dark. 2½" size only\$25.00 No. 139

No. 133 C Enid (G. gigas x C. Mossiae) medium to dark lavender, one of the best commercials because of its long blooming season. 21/2" size only......\$25.00

C. Nutley Alba x Lc Mab—large white sepals and petals, purple and gold lip, spring bloomer. 21/2" size only\$25.00 No. 131

Numbers 213 and 215 are exceptionally good whites, and both No. 145 and No. 146 should make fine winter blooming commercial and show type plants.

We may not have the size $(2\frac{1}{2}$ " or 3") you order, please indicate whether we may substitute the other size.

SEEDLINGS IN INDIVIDUAL 1¾" POTS

C. Enid—A fine lavender commercial, blooms the year round. No. 214 C.

No. 131 C. Nutley alba x Lc Mab—Large white sepals and petals, purple and gold lip, spring blooming.

The above plants are priced at \$3.50 each for single plants, five plants for fifteen dollars, ten or more plants \$2.50 each. Cash with order. No charge for packing. Plants can be

shipped by regular or air express or air mail, as you direct.